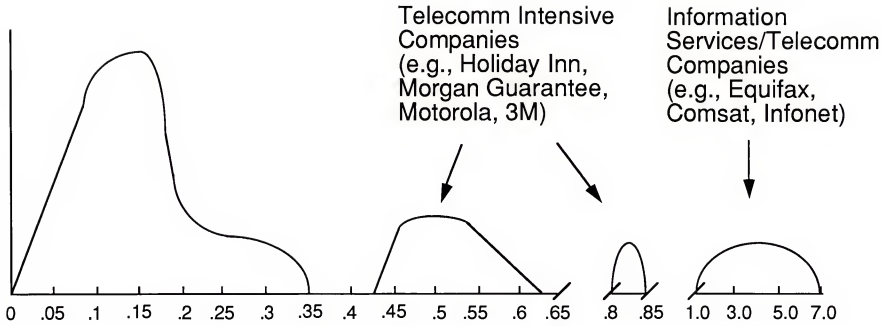
MNA's

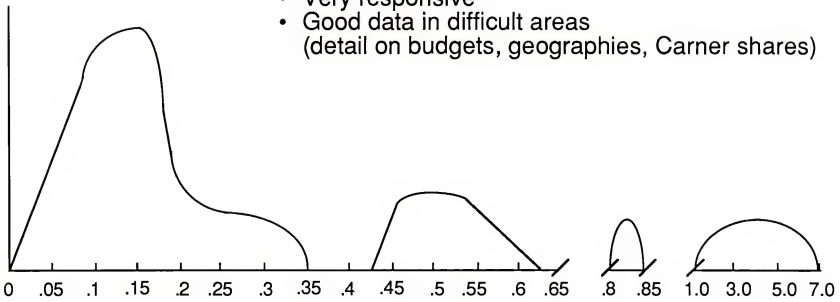

Telecomm Intensive Companies (e.g., Holiday Inn, Morgan Guarantee, Motorola, 3M)
Information Services/Telecomm Companies (e.g., Equifax, Comsat, Infonet)
0 .05 .1 .15 .2 .25 .3 .35 .4 .45 .5 .55 .6 .65 .8 .85 1.0 3.0 5.0 7.0

Percent: Carner Costs/Sales

Median = .25
Mean Average = .7

MNA Study

- 58 interviews
- Very responsive
- Good data in difficult areas
  (detail on budgets, geographies, Carner shares)



Percent: Carner Costs/Sales

Carner Spending Groups: Percent of Companies and Spending